

1 I Claim:

2 1. A method for marketing a heartbreak product comprising:

3 a. selecting a suite of the heartbreak products;

4 b. classifying said suite of the heartbreak products;

5 c. offering said classified suite of the heartbreak products for sale on an

6 Internet web site;

7 d. accepting an order for said suite of the heartbreak products;

8 e. filling said order for said suite of the heartbreak products.

1 2. The method of Claim 1 wherein said step of selecting said suite of the

2 heartbreak products comprises choosing products that may cooperate one with

3 another to offer comfort and support to a heartbroken person.

1 3. The method of Claim 2 wherein said step of classifying said suite of the

2 heartbreak products comprises assigning an age-appropriate, gender specific and

3 situation specific category designation to said suite of the heartbreak products.

1 4. The method of Claim 3 wherein said step of offering said suite of products

2 for sale comprises adapting a server computer to respond to an appropriate request

3 from a client computer, said server computer then displaying said suite of products

4 to a user, said server computer being adapted to accept payment and delivery

5 information from said user.

1 5. An apparatus for marketing heartbreak products comprising:

2 a. a client computer;

3 b. a server computer;

4 c. a network, said client computer and said server computer being
5 adapted to communicate one with the other over said network;
6 d. a menu, said server computer being adapted to transmit and said
7 client computer being adapted to receive and to display said menu to a user;
8 e. a suite of the heartbreak products, said menu being adapted to display
9 said suite of heartbreak products to said user.

1 6. The apparatus of Claim 5, further comprising:
2 a. said suite of the heartbreak products comprising a plurality of suites of
3 the heartbreak products, said displaying by said menu of said suite of the
4 heartbreak products comprising said menu being adapted to display each of said
5 plurality of suites to said user;
6 b. said client computer being adapted so that said user may instruct said
7 client computer to instruct said server computer to select one of said plurality of
8 suites of said heartbreak products, said server computer being adapted to elicit
9 payment and delivery information from said user, said server computer further
10 being adapted to instruct a vendor to deliver said suite of products as instructed by
11 said user.

1 7. The apparatus of Claim 6 wherein said menu categorizes said plurality of
2 suites of heartbreak products based upon a gender of a heartbroken person.

1 8. The apparatus of Claim 7 wherein said menu categorizes said plurality of
2 suites of heartbreak products based upon an age of said heartbroken person.

1 9. The apparatus of Claim 8 wherein said menu categorizes said plurality of
2 suites of heartbreak products based on a circumstance giving rise to a heartbreak
3 of said heartbroken person.

1 10. An apparatus for marketing heartbreak products, the apparatus comprising:
2 a. a client computer, said client computer being adapted to communicate
3 with a server computer over a network;

4 b. said client computer being programmed to receive from said server
5 computer and to display to a user a menu;

6 c. said client computer being adapted to display a suite of the heartbreak
7 products to said user upon selection of said suite by said user from said menu;

8 d. said client computer being adapted to send to said server computer a
9 selection of said suite of the heartbreak products;

10 e. said client computer being adapted to receive a prompt from said
11 server computer for a payment information or a delivery information for said suite
12 of heartbreak products;

13 f. said client computer being adapted to transmit said payment
14 information and said deliver information to said server computer.

1 11. The apparatus of Claim 10, further comprising,
2 a. said suite of the heartbreak products comprising a plurality of suites
3 of the heartbreak products, said adaptation of said menu to display said suite of
4 heartbreak products comprising said menu being adapted to display each of said
5 plurality of suites of the heartbreak products to said user;

6 b. means for selection of one of said plurality of said suites of the
7 heartbreak products by said user.

1 12. The apparatus of Claim 11 wherein said means for selection comprises said
2 client computer being adapted to receive from said user an instruction selecting
3 said one of said suites of the heartbreak products and to transmit said instruction
4 to said server computer.

1 13. An apparatus for marketing heartbreak products, the apparatus comprising:

2 a. a server computer, said server computer being adapted to
3 communicate with a client computer over a network;

4 b. said server computer being programmed to send a menu to said client
5 computer for display to a user;

6 c. said menu being adapted to display a suite of the heartbreak products
7 to said user;

8 d. said server computer being adapted to receive from said client
9 computer a selection of said suite of the heartbreak products from said client
10 computer;

11 e. said server computer being adapted to prompt said client computer for
12 a payment information and a delivery information for said suite of heartbreak
13 products;

14 f. said server computer being adapted to receive said payment
15 information and said deliver information from said client computer and to notify a
16 vendor of said payment information and of said delivery information.

1 14. The apparatus of Claim 13, further comprising,

2 a. said suite of the heartbreak products comprising a plurality of said
3 suites of the heartbreak products, said adaptation of said menu to display said suite
4 of heartbreak products comprising said menu being adapted to display each of said
5 plurality of suites of the heartbreak products to said user;

6 b. means for selection of one of said plurality of suites of the heartbreak
7 products by said user.

1 15. The apparatus of Claim 14 wherein said means for selection of said one of
2 said plurality of suites comprises said server computer being adapted to receive
3 from said client computer an instruction selecting said one of said plurality of
4 suites.

5